



CATÓLICA PORTO  
FACULDADE DE EDUCAÇÃO E PSICOLOGIA

Setting the scene: Current experiences with financing of patient organisations in Portugal, Spain, Greece and Italy

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## Presentation Outline

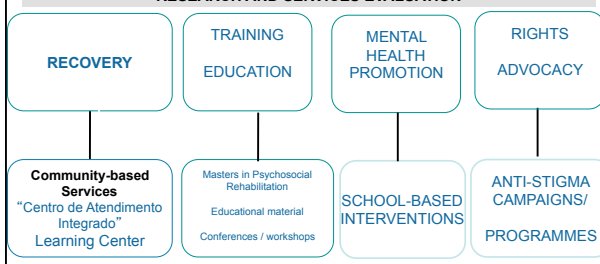
- INTRODUCTION OF ENCONTRAR+SE
- SHARE GOOD PRACTICES IN TERMS OF GETTING NATIONAL AND EU FUNDING FOR PATIENT ORGANISATIONS;
- HIGHLIGHT KEY CHALLENGES ASSOCIATED WITH FUNDRAISING FOR PATIENT ORGANISATIONS AND WAYS TO OVERCOME THEM;
- IDENTIFY THE LESSONS LEARNED FROM UNSUCCESSFUL ATTEMPT OF FUNDRAISING;
- INTRODUCE VARIOUS SOURCES OF FUNDRAISING FOR PATIENT ORGANISATIONS

## INTRODUCTION OF ENCONTRAR+SE

Non-governmental organization to support people affected by mental health problems. Founded on Mental Health Day 2006, recognised as being of public interest



### RESEARCH AND SERVICES EVALUATION



KEY CHALLENGES ASSOCIATED WITH FUNDRAISING FOR PATIENT ORGANISATIONS AND WAYS TO OVERCOME THEM

GOOD PRACTICES IN TERMS OF GETTING NATIONAL AND EU FUNDING FOR PATIENT ORGANISATIONS

## NATIONAL FUNDING



National Program for Diabetes



National Coordination for HIV/Aids



National Program for Mental Health



2007- May 2011  
2 annual (May & October) calls for application for funding (NGOs)

Each call identified priority areas of health;

Covered 70%-75% of project's budget

Proposed Budget was always reduced, and the values for professionals were very low (ex. Psychologist € 6,57 /hour)

Projects approved in May 2011 still waiting for funding

January 2012 ACS was extinguished

### NATIONAL FUNDING - CHALLENGES

VARIES GREATLY DEPENDING ON THE HEALTH PROBLEMS;

SCARCE FUNDING;

LACK OF ADEQUATE MONITORING;

NO CONTINUITY OF SUPPORT;

SUSTAINABILITY ALWAYS AT RISK

### EU FUNDING - CHALLENGES

LACK OF INFORMATION - HOW TO BE INFORMED ABOUT EU FUNDING ?

VERY COMPLEX PROCESS TO APPLY + EXPENSIVE TO GET CONSULTATION

NETWORKING AT A NATIONAL AND INTERNATIONAL LEVEL IS NOT EASY IN SOME AREAS;

### GOOD PRACTICES

ANNUAL FUNDRAISING INITIATIVES

↓  
CAUSE IS KNOWN  
+ PEOPLE BECOME FAMILIAR AND  
IT BECOMES AN ANNUAL "SOCIAL  
ROUTINE"



# KONY 2012



## BE THEIR VOICE

CUT OUT ALL THE WHITE PARTS (THIS IS A HIGHLIGHT STENCIL)

POWERFUL  
IDEAS/  
PROJECTS  
CAPABLE OF  
ENGAGING  
PEOPLES'  
HEARTS AND  
MIND

### GOOD PRACTICES TO ENGAGE DONORS

GREAT COMMITMENT TO A VALUABLE CAUSE  
INTRINSIC MOTIVATION

DONORS NEED TO BELIEVE IN THE PEOPLE LEADING THE  
CAUSE &/OR HAVE PERSONAL EXPERIENCE

DEVELOPED POWERFUL RELATIONSHIPS WITH DONORS

INSPIRATIONAL IDEAS

SOCIAL MARKETING + ATTRACTIVE IMAGE + INOVATIVE +  
SUPPORT OF ROLE MODELS

RECOGNISE AND THANK OUR SUPPORTERS – PRESENT  
RESULTS

IDENTIFY THE LESSONS LEARNED  
FROM UNSUCCESSFUL ATTEMPT OF  
FUNDRAISING

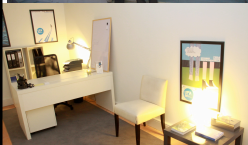
### GABINETE UPA (COMMUNITY-BASED)

FREE OF CHARGE SERVICES (INDIVIDUAL THERAPY, GROUP THERAPY, COGNITIVE REMEDIATION + PSYCHOSOCIAL INTERVENTIONS)



**FUNDING ENDED 31<sup>ST</sup> AUGUST 2012**

**WE FOCUSED OUR 2012 FUNDRAISING INITIATIVE ASKING OUR DONORS FUNDING FOR GABINETE UPA**



**DID NOT GET ANY SUPPORT!!!**

### CONFERENCES & PUBLIC DEBATES - 2007-2011



### 2007 - CHARITY DINNER – LAUNCH OF UPA CAMPAIGN

**LUTA CONTRA A DISCRIMINAÇÃO DA DOENÇA MENTAL JUNTOU CERCA DE DUAS CENTENAS DE PERSONALIDADES NO PORTO**



### 2011 - UPA MARCH



### LESSON LEARNED

NEED A WIN-WIN ENGAGEMENT

**WE NEED TO ATTEND TO DONORS' NEEDS... VISIBILITY, RECOGNITION...**

FLEXIBILITY

**NEGOTIATE DONATIONS IS BETTER THAN A "NO"**

PLAN. DO. CHECK. ACT...

(W. Edwards Deming)

SOURCES OF FUNDRAISING FOR PATIENT ORGANISATIONS

